

WEST WINDOW

Special in Mirrors

See your self as others see you.

Our West Window Exhibit Will Explain.

G. V. WRIGHT

ALMA,

The best city of its size in

MICH.

Auto Truck Delivery

Auto Ambulance

Furniture Dealer
Funeral Director

Prompt Service
Proper Styles

Call Us Day or Night

Both Phones 369-R2

If it's at
WRIGHT'S

You Know it's
RIGHT

EAST WINDOW

Have you a comfortable place to rest when you reach your home?

We are exhibiting in our east window what we consider the climax of comfort.

To the Citizens of Alma Stop! Look! Listen!

Had you ever thought what it means to your city to have another large Motor Truck plant near your borders? Had you ever thought of the advantages it affords when large enterprises are locating in such places? It is not the city nor town that makes the enterprises, but the reverse, the enterprises do make the city. This has been fully demonstrated to you in the past. Chicago, New York, Detroit and many other cities have been made through their vast enterprises.

Another large Motor Truck plant is now locating nearly on your east border, although the plant will be located across the line in St. Louis. It will be nearly as close to Alma. The Alma people will get equal benefits thereby.

It seems there was a time when there was a spirit of rivalry between the two cities. This condition is ceasing to exist more and more every year. The people of St. Louis no more have that feeling of jealousy. This is shown by the fact that St. Louis citizens do not hesitate to patronize Alma stores and business houses. We do not feel that there remains the feeling of jealousy on the part of Alma citizens that once existed. We feel like the time is close when the dividing line will almost disappear and the two cities will seem as one large family, each one interested in the welfare of the other.

TO STUDY THE SITUATION. In the first place, certain kinds of enterprises create demand and market for other lines. To demonstrate this, take the automobile industry, what lines of trade are dependent upon it? If there were no automobiles, where would there be a market for rubber tires, wheels, magnetos, engines, radiators, carburetors, bearings, axles, etc., all of which pertain to the automobile.

How about the great oil industry? Would there be the incentive for the development of the great oil fields if the automobile industry could drop out of existence tomorrow. What would the accessory people do? Can you not see the advisability of investing in and encouraging that part of the industry which creates the demand for the other products. Can you not see that without the creative end of the industry your investment in the line of accessories would be futile.

With the wonderful advantages of having one such large industry that has proven its value to your city, can you not see where other large industries of a like nature would greatly increase your labor conditions, business opportunities and real estate values? Without these industries can you not see how easily and how readily commercial and financial condition in your community would have a tendency to wane?

It's up to you. Think it over. Encourage any enterprise that wishes to locate in your midst, not only encourage by boosting with your voice, but boost with your dollars by investing in the coming greatest industry in the world today, namely, the Motor Truck industry. We are offering you just such opportunities as were once offered by other successful companies. A few hundred dollars invested in it would mean your independence for the rest of your days, but it is too late for them, so this opportunity is before you now. A short time hence and you will tell the same old story, "I was afraid and did not invest, now I wish I had," unless you buy these securities while you can get them at the present price.

Several of the citizens of Alma have become greatly interested and have placed very nice subscriptions for stock in the BOLLSTROM MOTORS INC., the enterprise now locating so near your borders. Every true-hearted citizen, who has the city's welfare at heart, as well as his own, should investigate the possibilities of the proposition we have to offer.

A request to our office will bring you full information, as well as statistics, showing what has been done by other companies, whose possibilities at the beginning were even less than ours. Address all communication to our office or call us by telephone and our representative will visit you.

The F. M. W. Investment Co.
ST. LOUIS, MICHIGAN

Bell Phone No. 76 Union Phone No. 52

LOCAL NEWS ITEMS

Buy the best. Buy DeLuxe.—77-7f
You will find the best bread in Butter Cup wrappers. 02-4f-c
Bill Hart in "Border Wireless"—Idlehour Sunday.—adv.

The very best work is to be had in dry cleaning, pressing and repairing at the St. Alma Tailors.—adv.

Mrs. E. J. Slayter entertained about fifty ladies of the city at bridge Saturday afternoon.

Be sure to see "Riders of the Purple Sage" at the Liberty Sunday.—It's a wonderful picture.—adv.

President H. M. Crooks of Alma college was in Grand Rapids on business yesterday.

Dr. E. G. Slayter, osteopathic physician, State Savings Bank Building, Alma, both phones. 57-7f

Mr. and Mrs. R. B. Wagner visited with friends in Grand Rapids over Sunday.

"Virtuous Wives"—Special attraction Liberty Tuesday and Wednesday.—adv.

Mrs. C. A. Miller was called to Grand Rapids the first of the week by the serious illness of a friend.

Get a program for next week's Idlehour and Liberty shows. A big day.—adv.

The W. R. C. Thimble club will meet at the home of Mrs. Perry, Wright avenue, Tuesday, March 18.

Fatty Arbuckle will be at the Idlehour next Friday in "Good-night nurse."—It's a pippin!—adv.

Roy Perry, who recently received his discharge from the United States navy has resumed his former position at The Alma Record office.

Saturday and Sunday ice cream Special. Chocolate and vanilla ice cream at 30c per quart. DeLuxe Candy store. 86-7f-c

A lecture will be given at the city hall on March 19, on a new mode of taxation by E. Frank MacCallum Mhor, who claims to have a burdenless system.

On Monday, March 17, a St. Patrick's dance will be given at the St. Alma academy over the postoffice. Music by a five-piece orchestra. Gentlemen, 50c; ladies 25c.—adv.

The Alma Record has a letter from Private Guy Gonzow of this city, which it desired to use this week. It was crowded out by lack of space and will appear in next week's issue.

Rev. Duffey was in Lansing the first of the week attending a conference held in that city relative to the various phases of the work of reconstruction in the state. The meeting was called by the governor.

The annual meeting of the Union Telephone company will be held at the Wright House parlors, Thursday, March 19, for the purpose of electing directors and other important business.

Mrs. Francis King of this city has been appointed by Governor Albert E. Sleeper as a member of the state committee to aid in reconstruction. The committee has twenty-six members.

Next Thursday, Friday and Saturday the local committee for Belgium Relief will accept clothes for the suffering of that country. Donations may be left at the Edison-Moore Sample room, State street.

The local committee for relief in Belgium is asking for discarded clothing which may be sent to the suffering people of Belgium, millions of whom are greatly in want of clothes. The committee will receive the donations at the Edison-Moore sample room, March 20, 21 and 22, Thursday, Friday and Saturday.

Rev. Duffey will give another address Sunday evening at the M. E. church on a phase of reconstruction. The address will take up to a great extent the spirit of unrest in the country, and the ways by which it must be met. Rev. Duffey gained some first-hand information regarding these conditions at a conference held in Lansing the first of the week.

Quite frequently the question has been asked, "Why do we have to do Red Cross work any longer? I am not very interested in it now—etc." The answer to such a question must always be, "If you would read, you would know why." It is a foregone conclusion that the uninformed woman is the disinterested woman. Your attention is directed to the Red Cross Notes in each issue of this paper.

ENLARGING STORE

The Look-Paterson Drug company is enlarging its Alma store by taking out the prescription cases, and moving the partition back forty-five feet, giving this much more room for the drug store. In the rear of the room will be another smaller room for the display of wall paper. A small room has been added at one side of the store, which will be used for a prescription room.

It is also the intention of the firm to add a large ne woda fountain to its equipment. This will be installed within the next few weeks.

No One Will Refuse

a plate of DeLuxe Ice Cream. Its delicious flavor so pleasing to the palate, appeals to every one's taste, young or old. If you doubt this try yourself. One trial will convince you and you surely will acquire a liking for it. Sold by the pint, quart or gallon, and in bricks to take home.



Watch Our Window for Specials

DeLuxe Candy Company

STATE STREET

"Virtuous Wives"—Special attraction Liberty Tuesday and Wednesday.—adv.

Get a program for next week's Idlehour and Liberty shows. A big star and a big production every day.—adv.

G. B. PORTER



REGISTERED
OPTOMETRIST

Fine Watch Work a Specialty
Sixth Street, Second Door South of
Ellison's Grocery

We sell groceries with a clear conscience

No good grocer feels satisfied unless he gives his customers the best groceries and the fullest measure of grocery service.

This service means prompt deliveries, efficient telephone service, pleasant intelligent clerks, accurately kept accounts and a stock of groceries and specialties which we can recommend with every confidence that they will make friends for us.

One of the best articles we suggest that our customers try is RYSON Baking Powder.

We say this because we know that RYSON is a baking powder which will give entire satisfaction. Priced honestly at 40 cents a pound.

Of course RYSON will work perfectly with any recipe, but the very best results are obtained through the use of the RYSON Baking Book—original price \$1.00 but now obtainable for 30 cents.

Small Sweet Oranges, doz. 30c
Rolled Oats, per lb. 5c
Yellow Corn Meal, per lb. 14c
Evaporated Pears, per lb. 14c
Small Prunes, per lb. 11c
Taco Pancake Flour, 14c
Good Flour, per sack \$1.50
Monarch Baked Beans, can 15c
Wool Soap Chips, pkg. 10c
Good Laundry Soap, 5c
Sand Grown Potatoes, bu. \$1.15
Churngold Oils, lb. 40c

Ellison's Grocery

Both Telephone No. 17

NOTICE

Take advantage of our COKE SALE on *Furnace* and *Chestnut* Coke and protect your home from fire. The following notice appeared in the Chicago Examiner, edition of January 23rd:

Chicago, Ill., Jan. 23, 1919.—Evansston had six fires yesterday in residences where soot choked chimneys had burst into flame. Fire Chief Hostetter explained that the burning of soft coal this winter had clogged the chimneys and that the soot was now thick enough to ignite easily.

Take heed before it is too late!

Gratiot County Gas Co.

Wm. H. Rogers F. T. Wyllys

Alma Rating and Collecting Agency

Collections and Adjustments Everywhere

Room 7, Opera House Block
Union Phone 102 Alma, Mich.

MAKING CEMENT BLOCKS

The Ideal Concrete Co.

has again started the manufacture of cement blocks using an Ideal electric tamping machine and employing five men, turning out about 600 blocks a day.

All Orders Taken Care of Promptly

You are invited to call and inspect our factory—

You will be welcome any time.

E. B. Berman, Mgr.

Office at Berman's Junk Shop

Union Phone 197

Bell Phone 275



Don't say Tire, say

Half Sole

One-half the cost.

Puncture Proof

Haines Tire Shop

324 Woodworth Ave.